

AGENDA

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EXHIBITS

WELCOME

EXHIBIT A WHITE

Agenda – Pg 1

MISSION IMPACT

- Community Needs -> Mission/Vision/Values
- Planning: How the Board Accomplishes its Mission/Vision ~ taking advantage of external opportunities; building on institutional strengths; & minimizing threats & weaknesses
- 2018 Plan Successes – how we talk about it

Mission/Vision, Values – Pg 2

Boards 3 Duties – Pg 3

Boards 10 Responsibilities – Pg 4

2018-20 Plan Accomplishment – Pgs 5&6

2018-20 Plan Impact – Pgs 7&8

PLANNING BASICS – THE TRUTH ABOUT PLANNING

- Critical Issues Approach
- Overview of Planning Steps/Process
- Expected Outcomes

EXHIBIT B BLUE

Why Plan: Overview Process – Pg 1 & 2

Sample Plan Steps – Pg 3

SITUATIONAL ANALYSIS – AAAPP STAFF PRESENTATION

- Environmental Scan/Community Demographics and Trends
- Unmet Needs (agency trends and partner feedback)

EXHIBIT C WHITE LEGAL & PINK

Demographics

Economic Trends

Agency Trends

BOARD SWOT EXERCISE

- Identify Environmental Opportunities & Threats
- Discuss Agency Strengths and Weaknesses
- Prioritize

EXHIBIT D BEIGE

SWOT & Issue Forms – Pg 1 & 2

SWOT Summary to Date – Pg 3

IDENTIFY CRITICAL ISSUES FOR THIS PLAN

- Identify key issues critical for mission/vision accomplishment
- Discussion re additions & revisions
- Evaluate based on SWOT analysis
- Finalize issues to be addressed by this plan

BOARD DECISION RE PLANNING PROCESS

- Set Retreat Dates & Times

OUR MISSION

The Area Agency on Aging of Pasco – Pinellas is a trusted resource to advocate, educate and empower seniors, adults with disabilities and caregivers which promotes independence, in partnership with the community.

OUR VISION

Our community will provide seniors, adults with disabilities and caregivers with the resources and services needed to maintain independence, promote healthy aging and live an optimal quality of life.

OUR VALUES

AAAPP regards all seniors and persons with disabilities as valued members of our community who merit dignity, respect and the resources for an optimal quality of life.

WHO WE ARE

The Area Agency on Aging of Pasco-Pinellas Inc. (AAAPP) is incorporated as a 501(c) 3, serving the Planning and Service Area of Pasco and Pinellas counties (PSA 5). We have been administering social services for seniors since 1974 and are dedicated to excellence through continuous work with our community partners to improve the lives of older adults, caregivers and persons with disabilities.

As a designated Aging and Disability Resource Center (ADRC) our service delivery system has expanded and has improved access to information for all persons seeking long-term support in Pasco and Pinellas counties. We currently provide services directly to seniors and through our partners. Services include case management, home and personal care, meals, transportation, adult day care, legal assistance, chore, caregiver support, emergency alert response, health and wellness evidenced based courses, emergency energy crisis assistance, information and assistance, referral and mental health counseling.

What are the legal responsibilities of nonprofit boards?

Under well-established principles of nonprofit corporation law, a board member must meet certain standards of conduct and attention in carrying out his or her responsibilities to the organization. Several states have statutes adopting some variation of these duties which would be used in court to determine whether a board member acted improperly. These standards are usually described as the duty of care, the duty of loyalty and the duty of obedience.

Duty of Care

The duty of care describes the level of competence that is expected of a board member, and is commonly expressed as the duty of "care that an ordinarily prudent person would exercise in a like position and under similar circumstances." This means that a board member owes the duty to exercise reasonable care when he or she makes a decision as a steward of the organization.

Reasonably informed, participate and act as a reasonable and prudent person

- Evidence of compliance includes
 - Preparing for and attending meetings
 - Participating in discussions and voting
 - Using independent judgment
 - Frequent review of organization's financials

Duty of Loyalty

The duty of loyalty is a standard of faithfulness; a board member must give undivided allegiance when making decisions affecting the organization. This means that a board member can never use information obtained as a member for personal gain, but must act in the best interests of the organization.

Must exercise power as board member only in the best interests of the organization

- Conflicts of interest
 - Must be disclosed
 - Conflict of interest policy must be followed
 - Don't use charity for personal gain
- Keep information confidential

Duty of Obedience

The duty of obedience requires board members to be faithful to the organization's mission. They are not permitted to act in a way that is inconsistent with the central goals of the organization. A basis for this rule lies in the public's trust that the organization will manage donated funds to fulfill the organization's mission.

Stay true to the charity's mission & follow the organization's bylaws

- Comply with federal rules
 - Form 990
 - Employment taxes
 - ERISA/DOL/OSHA
- Comply with applicable state & local law

Bruce R. Hopkins, *Legal Responsibilities of Nonprofit Boards*.

Board Source

Ten Basic Responsibilities of Nonprofit Boards

- 1. Determine mission and purposes, and advocate for them.**
It is the board's responsibility to create and review a statement of mission and purpose that articulates the organization's goals, means, and primary constituents served.
- 2. Select the chief executive.**
Boards must reach consensus on the chief executive's responsibilities and undertake a careful search to find the most qualified individual for the position.
- 3. Support and evaluate the chief executive.**
The board should ensure that the chief executive has the moral and professional support he or she needs to further the goals of the organization.
- 4. Ensure effective planning.**
Boards must actively participate in an overall planning process and assist in implementing and monitoring the plan's goals.
- 5. Monitor, and strengthen programs and services.**
The board's responsibility is to determine which programs are consistent with the organization's mission and monitor their effectiveness.
- 6. Ensure adequate financial resources.**
One of the board's foremost responsibilities is to secure adequate resources for the organization to fulfill its mission.
- 7. Protect assets and provide proper financial oversight.**
The board must assist in developing the annual budget and ensuring that proper financial controls are in place.
- 8. Build a competent board.**
All boards have a responsibility to articulate prerequisites for candidates, orient new members, and periodically and comprehensively evaluate their own performance.
- 9. Ensure legal and ethical integrity.**
The board is ultimately responsible for adherence to legal standards and ethical norms.
- 10. Enhance the organization's public standing.**
The board should clearly articulate the organization's mission, accomplishments, and goals to the public and garner support from the community.



2018-2021 Strategic Plan Report of Accomplishments

BOARD GOAL #1: ADDRESS UNMET NEEDS & AAAPP'S WAITLIST

Create a proactive comprehensive community-wide plan to address the current and future needs of seniors, persons with disabilities and caregivers.

STRATEGY 1: Conduct a professional community wide needs assessment survey.

STRATEGY 2: AAAPP convenes and serves as lead agency to build a community wide Coalition to address priority needs; bringing people, agencies and businesses together to establish common goals and commit resources to improve outcomes for seniors/persons with disabilities.

STRATEGY 3: Increase the use of volunteers and interns to meet unmet needs.

STRATEGY 4: Reduce the number of persons on the waitlist.

Accomplishments:

- **CASOA survey created and implemented.**
- **Report done and distributed.**
- **Partner meeting with 67 attendees held.**
- **CASOA partnership included Pinellas Community Foundation, Pinellas County, Pasco County, Cities of Dade City, New Port Richey, Clearwater and St Petersburg.**
- **CASOA survey helped to inform our 2019 and 2020 Area Plans.**
- **Increased number of interns in VOCA and Outreach programs.**
- **Waitlist reduced by 30% at end of 2020. Numbers are climbing again.**

BOARD GOAL #2: INCREASE FUNDING

Ensure that AAAPP can meet growing community needs and achieve its purpose by obtaining increased, diversified, sustainable, unrestricted funding for priority goals.

STRATEGY 1: Increase funding from foundations.

STRATEGY 2: Increase funding from for-profit entities.

STRATEGY 3: Explore what it will take to establish AAAPP as a taxing authority.

STRATEGY 4: Improve planned gift solicitation efforts.

STRATEGY 5: Explore developing a plan to solicit philanthropic gifts from individuals.

Accomplishments:

- **Before 2018, the agency received a total of \$0 from foundations. Since 2018, the agency has received \$540,000 from foundations. Pinellas Community Foundation, Florida Blue Foundation and Well Med Foundation grants.**
- **The agency received funding from 2 for profit entities in the amount of \$50,000. Florida Blue and Ring/Amazon.**
- **The taxing authority issue was thoroughly explored and determined to not be the right time to pursue this opportunity.**
- **Strategies 4 and 5 have not been met.**

BOARD GOAL #3: EXPAND AWARENESS & ADVOCACY EFFORTS

Increase awareness/understanding re aging issues to targeted populations who can either: 1. use services or 2. Enhance/expand the services available in our community.

STRATEGY 1: Create a standing Board Committee to oversee and implement awareness and advocacy initiatives.

STRATEGY 2: Develop simple standardized messages and training to ensure compelling and consistent messaging.

STRATEGY 3: Establish & nurture relationships with Legislators so that they understand needs, issues and support solutions.

STRATEGY 4: Identify target audiences that have access to our client population and select the appropriate distribution channels for each segment of our target population.

Accomplishments:

- **The Advocacy Committee was created.**
- **One standardized message was created.**
- **Continuing to establish and nurture relationships with legislators. Presentations to delegation meetings, in person district and Tallahassee meetings. Regular email contact and invitation to AAAPP events and activities.**
- **Outreach Plan includes identification of target audiences and more outreach being conducted.**

BOARD GOAL #4: EXPAND, DIVERSIFY AND STABILIZE COMMUNITY PARTNERSHIPS

Enhance/expand the resources available in our community to address the issues of seniors, persons with disabilities and caregivers.

STRATEGY 1: Explore expanding services to seniors through Medicaid Managed Care Long Term Care Program (SMMCLTC).

STRATEGY 2: Expand participation in Evidence Based Prevention Programs/Service Delivery Model to help increase community resources focused on solving problems that face the elderly and persons with disabilities.

STRATEGY 3: Identify/expand partnerships to include nontraditional partners that can help increase community resources focused on solving problems that face the elderly and persons with disabilities.

STRATEGY 4: Use the needs assessment (1.1 and 1.2) to identify and recruit additional partners.

STRATEGY 5: Increase partner and other community agencies' capacity to deliver quality programs that accomplish AAAPP's purpose.

Accomplishments:

- **For profit entity created, Golden Year Needs, Inc. to explore Medicaid Managed Care. Have not entered into a contract yet.**
- **Working with F4A to create opportunities on a statewide level to work with Medicare and Medicaid health insurance plans.**
- **Created Savvy Caregiver program and now part of our IIIE and IIID programming to caregivers and eligible seniors**
- **Partnered with Ring/ Amazon, USF, Uniper for programming and outreach**
- **Partnered with Social Venture Partners Tampa Bay to create and distribute a survey of all funded partners to assess their needs.**
- **As part of our draft Investment Plan, we have included grants to increase capacity of our partner agencies.**

2018-2020 Impact Statement from Programs provided directly by the AAAPP & Its Partners

Issue: Seniors need information about home and community-based services because they no longer can perform one or more activities of daily living.

Impact:

- 63,830 seniors received the information they needed to find services that would enable them to stay in their homes; reducing the risk of nursing home placement.
- 15,815 seniors were deemed eligible to be enrolled in AAAPP services and received services to help them stay in their homes and reduce the risk of nursing home placement. Of that number, 4,418 were eligible for free Medicaid Long Term Care services through the Medicaid program and not the AAAPP.

Issue: Some elderly veterans are not able to take care of themselves and don't have the means to hire help to assist them with activities of daily living.

Impact: 295 veterans could remain in their homes because they were able to hire caregivers through the Veterans Direct Program.

Issue: Seniors are twice as likely to be a victim of crime.

Impact: 900 seniors were able to navigate the judicial process through the Victims of Crime program.

Issue: Caregivers are exhausted and need help to care for their loved ones.

Impact: 458 caregivers were able to take a break, go to a doctor appointment or take care of activities outside the home knowing that their loved one was receiving the care they needed through the National Caregiver Support Program.

Issue: Seniors have emergency needs that are not covered by our other AAAPP programs.

Impact: The Senior Community Health Program made it possible for

- 2647 seniors to receive incontinence supplies
- 77 seniors to get emergency assistance that included rental assistance, new or repaired water heaters and new or repair of ACs .

Issue: Seniors are eligible for Medicare when they turn 65 and need information about Medicare, Parts A, B, C and D.

Impact: 17,065 seniors were able to choose the best Medicare plan for them based on the info AAAPP provided in its SHINE program.

Issue: Seniors have limited access to healthy and affordable daily food.

Impact: 24,806 seniors did not go hungry because our meals program provided them with 1,444,359 nutritious meals

Issue: Seniors may no longer be able to drive, limiting their mobility

Impact: 6755 were able to go to doctor appointments, meal sites for lunch and attend other activities with the 119,096 bus rides provided through our transportation program.

Issue: Seniors with financial issues are not able to adequately address heating/cooling problems.

Impact: 2555 seniors averted heating/cooling emergencies because of the Emergency Home Energy Assistance for the Elderly Program.

2018-2020 Impact Statement from Programs provided directly by the AAAPP & Its Partners

Issue: Seniors with dementia do not have many socialization opportunities.

Impact: 645 seniors were able to socialize on a regular basis by attending Adult Day Care services while their caregivers received respite as a result.

Issue: Seniors don't where to get help when they have a legal issue.

Impact: 2007 seniors resolved legal issues including landlord/tenant issues and grandchild custody issues.

Issue: Seniors are likely to fall as they grow older and are at risk of hospitalization.

Impact: 2146 seniors learned how to reduce their risk of fallings by participating in classes funded by the AAAPP.

Issue: Seniors fall and can't get up.

Impact: 2149 had an extra level of protection by being able to click a button and call emergency services through our Emergency Alert Response Program.